

Rep Order#	6849036	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

Traffic Order# 106190

190 Printed: 09/04/2012
 Last Received: 08/31/2012 12:20 PM
 Showing Buylines: All Lines

1 of 7

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() AFSCME
Product	AFSCME
Estimate#	
Buyer	LISA CABANEL
Phone#	
Fax#	

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

$$SC = x_i$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	-----	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
		Buyline Comment: WAKE UP										
	2	M-F	5A-6A	-----	:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
		Buyline Comment: WAKE UP										
	3	M-TU	5A-6A	-----	:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
		Buyline Comment: WAKE UP										
	4	W-F	6A-7A	-----	:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
		Buyline Comment: WAKE UP										
	5	M-F	6A-7A	-----	:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
		Buyline Comment: WAKE UP										
	6	M-TU	6A-7A	-----	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
		Buyline Comment: WAKE UP										
	7	W-F	7A-9A	-----	:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
		Buyline Comment: TODAY SHOW										
	8	M-F	7A-9A	-----	:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
		Buyline Comment: TODAY SHOW										
	9	M-TU	7A-9A	-----	:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
		Buyline Comment: TODAY SHOW										
	10	W-F	9A-10A	-----	:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
		Buyline Comment: TODAY SHOW II										

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Salesperson FAX# 215-568-1845

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	M-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
			Buyline Comment: TODAY SHOW II								
12	M-TU	9A-10A	TODAY SHOW II	:30	\$900.00	09/24-09/25	1	1	1	\$900.00	
			Buyline Comment: TODAY SHOW II								
13	W-F	10A-11A	TODAY SHOW III	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
			Buyline Comment: TODAY SHOW III								
14	M-F	10A-11A	TODAY SHOW III	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
			Buyline Comment: TODAY SHOW III								
15	M-TU	10A-11A	TODAY SHOW III	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
			Buyline Comment: TODAY SHOW III								
16	W-F	11A-12P	RACHEL RAY	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
			Buyline Comment: RACHEL RAY								
17	M-F	11A-12P	RACHEL RAY	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
			Buyline Comment: RACHEL RAY								
18	M-TU	11A-12P	RACHEL RAY	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
			Buyline Comment: RACHEL RAY								
19	W-F	12P-1230P	NEWS	:30	\$425.00	09/12-09/14	2	1	2	\$850.00	
			Buyline Comment: NEWS								
20	M-F	12P-1230P	NEWS	:30	\$425.00	09/17-09/21	3	1	3	\$1,275.00	
			Buyline Comment: NEWS								
21	M-TU	12P-1230P	NEWS	:30	\$425.00	09/24-09/25	1	1	1	\$425.00	
			Buyline Comment: NEWS								

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 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	W-F	1230P-1P	NEWS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	Buyline Comment: NEWS											
	23	M-F	1230P-1P	NEWS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	Buyline Comment: NEWS											
	24	M-TU	1230P-1P	NEWS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	Buyline Comment: NEWS											
	25	W-F	2P-3P	DRS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	Buyline Comment: DRS											
	26	M-F	2P-3P	DRS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	Buyline Comment: DRS											
	27	M-TU	2P-3P	DRS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	Buyline Comment: DRS											
	28	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
	Buyline Comment: DR. PHIL											
	29	M-F	3P-4P	DR. PHIL	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	Buyline Comment: DR. PHIL											
	30	M-TU	3P-4P	DR. PHIL	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	Buyline Comment: DR. PHIL											
	31	W-F	4P-5P	NEWS	:30	\$700.00	09/12-09/14	2	1	2	\$1,400.00	
	Buyline Comment: NEWS											
	32	M-F	4P-5P	NEWS	:30	\$700.00	09/17-09/21	3	1	3	\$2,100.00	
	Buyline Comment: NEWS											

4 of 7

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Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Rate/Spot
1	100	10/1-10/7	1	1	1	100	100
1	100	10/8-10/14	1	1	1	100	100
1	100	10/15-10/21	1	1	1	100	100
1	100	10/22-10/28	1	1	1	100	100
1	100	10/29-11/4	1	1	1	100	100
1	100	11/5-11/11	1	1	1	100	100
1	100	11/12-11/18	1	1	1	100	100
1	100	11/19-11/25	1	1	1	100	100
1	100	11/26-12/2	1	1	1	100	100
1	100	12/3-12/9	1	1	1	100	100
1	100	12/10-12/16	1	1	1	100	100
1	100	12/17-12/23	1	1	1	100	100
1	100	12/24-12/30	1	1	1	100	100
1	100	12/31-1/6	1	1	1	100	100
1	100	1/7-1/13	1	1	1	100	100
1	100	1/14-1/20	1	1	1	100	100
1	100	1/21-1/27	1	1	1	100	100
1	100	1/28-2/3	1	1	1	100	100
1	100	2/4-2/10	1	1	1	100	100
1	100	2/11-2/17	1	1	1	100	100
1	100	2/18-2/24	1	1	1	100	100
1	100	2/25-2/28	1	1	1	100	100
1	100	2/29-3/5	1	1	1	100	100
1	100	3/6-3/12	1	1	1	100	100
1	100	3/13-3/19	1	1	1	100	100
1	100	3/20-3/26	1	1	1	100	100
1	100	3/27-3/31	1	1	1	100	100
1	100	4/1-4/7	1	1	1	100	100
1	100	4/8-4/14	1	1	1	100	100
1	100	4/15-4/21	1	1	1	100	100
1	100	4/22-4/28	1	1	1	100	100
1	100	4/29-5/5	1	1	1	100	100
1	100	5/6-5/12	1	1	1	100	100
1	100	5/13-5/19	1	1	1	100	100
1	100	5/20-5/26	1	1	1	100	100
1	100	5/27-6/2	1	1	1	100	100
1	100	6/3-6/9	1	1	1	100	100
1	100	6/10-6/16	1	1	1	100	100
1	100	6/17-6/23	1	1	1	100	100
1	100	6/24-6/30	1	1	1	100	100
1	100	7/1-7/7	1	1	1	100	100
1	100	7/8-7/14	1	1	1	100	100
1	100	7/15-7/21	1	1	1	100	100
1	100	7/22-7/28	1	1	1	100	100
1	100	7/29-8/4	1	1	1	100	100
1	100	8/5-8/11	1	1	1	100	100
1	100	8/12-8/18	1	1	1	100	100
1	100	8/19-8/25	1	1	1	100	100
1	100	8/26-9/1	1	1	1	100	100
1	100	9/2-9/8	1	1	1	100	100
1	100	9/9-9/15	1	1	1	100	100
1	100	9/16-9/22	1	1	1	100	100
1							

Line	Day	Time	Comments	Secs	Rate	Start Date	End Date	Spots	Cost	Estimate
33	M-TU	4P-5P	Buyline Comment: NEWS	:30	\$700.00	09/24-09/25		1	\$700.00	
34	W-F	5P-630P	Buyline Comment: NEWS	:30	\$1,200.00	09/12-09/14		2	\$2,400.00	
35	M-F	5P-630P	Buyline Comment: NEWS	:30	\$1,200.00	09/17-09/21		3	\$3,600.00	
36	M-TU	5P-630P	Buyline Comment: NEWS	:30	\$1,200.00	09/24-09/25		1	\$1,200.00	
37	SU	830P-930P	Buyline Comment: NEWS	:30	\$1,800.00	09/16-09/23		2	\$3,600.00	
38	W-F	7P-730P	Buyline Comment: WHEEL	:30	\$1,300.00	09/12-09/14		3	\$3,900.00	
39	M-F	7P-730P	Buyline Comment: WHEEL	:30	\$1,300.00	09/17-09/21		4	\$5,200.00	
40	M-TU	7P-730P	Buyline Comment: WHEEL	:30	\$1,300.00	09/24-09/25		1	\$1,300.00	
41	W-F	730P-8P	Buyline Comment: FACE TO FACE	:30	\$1,000.00	09/12-09/14		2	\$2,000.00	
42	M-F	730P-8P	Buyline Comment: FACE TO FACE	:30	\$1,000.00	09/17-09/21		3	\$3,000.00	
43	M-TU	730P-8P	Buyline Comment: FACE TO FACE	:30	\$1,000.00	09/24-09/25		1	\$1,000.00	

5047

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Daypare

Buyline Comment: WHEEL

Buyline Comment: VEGAS

Buyline Comment: GO/NORMAL

Buyline Comment: AGT

Buyline Comment: LAW & ORDER:SVU

Buyline Comment: NEWS

Buyline Comment: NEWS

Buyline Comment: NEWS

1235A

1235A

10
11
1235A

Buyline Comment: TONIGHT SHOW

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	55	W-F	1235A-135A	1235A-135A	:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	
	Buyline Comment: LATE NIGHT											
	56	M-F	1235A-135A	1235A-135A	:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	
	Buyline Comment: LATE NIGHT											
	57	M-TU	1235A-135A	1235A-135A	:30	\$425.00	09/24-09/25	2	1	2	\$850.00	
	Buyline Comment: LATE NIGHT											

---REPORT TOTALS---

Report Totals: 121 / \$99,700.00

---SALES MONTHLY TOTALS---

Sep 12: 121 / \$99,700.00
Sales Totals: 121 / \$99,700.00
Station Totals: 121 / \$99,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$453,182	CATV 0%	KBUR 0%	KINC 0%	KLAS 28%	KSNV 22%
		KTNV 12%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

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-- CREDIT RISK --
INSUFFICIENT INFO FOR CREDIT ASSESSMENT